Introducing Claris.™
Software from the people who made Macintosh.®

For the people who

use Macintosh.

The software that's helped more people do more things with Macintosh, now has something more going for it.

A new and powerful software company. Namely, Claris.

More about us later. First let's take a look at something a great deal more important.

Namely, Claris software.

MacDraw® II.
Even more power
you can draw on.

Since its introduction, MacDraw has been the standard drawing program for everything from desktop publishing to design engineering.

And now Claris has raised the standard. MacDraw II is faster. More flexible. More precise. And a great deal more colorful.

First, speed. MacDraw II is as fast and easy to learn as the original. With its familiar drawing tools and handy menus you can begin to create drawings and text, move, revise and resize them. All in about the time it takes to read the average drawing program's manual.

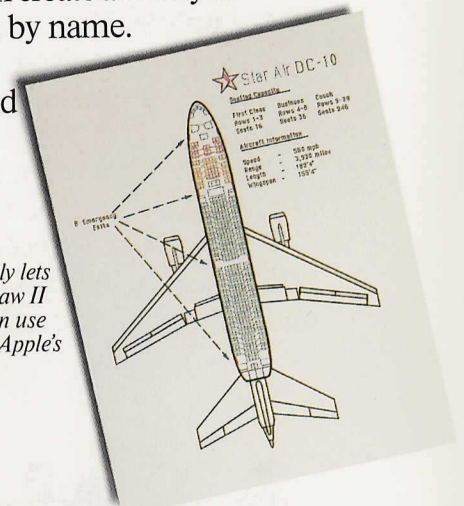What's more, MacDraw II runs 3 to 10 times faster than current drawing programs. So instead of you waiting for the program, it'll be waiting for you.

But not for long. Because MacDraw II has some new features to make you faster too. For instance, a layering function lets you create and save basic drawings like maps and floorplans, and then add layer upon layer of detail. So when it's time to make changes, you need revise only the layer that needs changing.

You can even create a library to store your visuals by name. Making it much easier to recall and reuse them.

"E" size plotter output really lets you show off your MacDraw II drawing power. Or you can use other output devices, like Apple's LaserWriter.™

Then there's flexibility. Name an application, and MacDraw II offers drawing tools to match. Including standard patterns, lines, dashes, rulers, type fonts and styles. Plus the power to customize any or all of those tools any way you like.

Ah, yes, precision. Now you can draw in any scale from inches to miles, centimeters to kilometers. Rescale all or part of a drawing. Enlarge your drawing up to 32 times. Even zoom in and refine the fine points to an accuracy of 2000 dots per inch.

And when it comes to color, MacDraw II has as much of it as any screen or output device can handle.

MacDraw II lets you do everything from presentation graphics to technical design to desktop publishing. And with large-screen support, you can get a better look at everything you do.
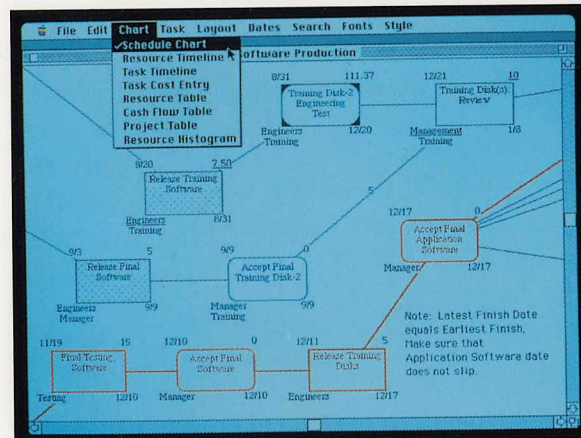
MacProject® II.
How to manage more project with less effort.

Once you work with MacProject II, you won't know how you ever managed without it.

MacProject II is a full-power, professional-level project management program with all the tools you need to plan, present and create every aspect of even the most intricate projects. Yet, with its point and click simplicity, it's a breeze to learn and use.

Whether you're installing a new financial system or building a shopping center, MacProject II lets you plan and schedule an unlimited number of tasks. Allocate resources to each. Even consolidate subprojects.

Once your project is underway, MacProject II helps you keep everything under control. You can highlight the critical
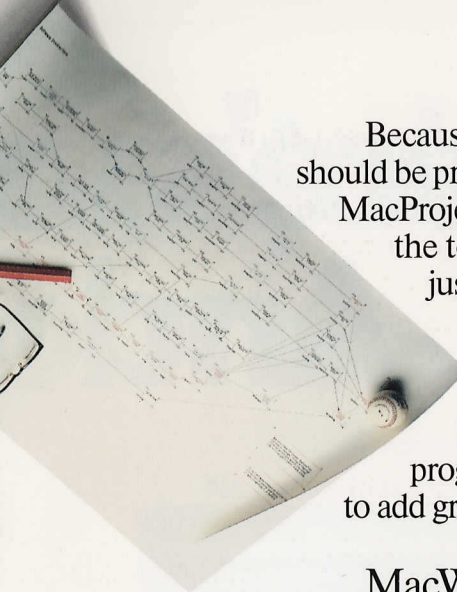

With MacProject II, you can lay out the most complex plan, then present it on up to "E" size plotter output.

path and completed tasks in color. Display resource allocations and scheduling in resource histograms. Monitor your money in a cash flow table. And for more detailed analysis you can link MacProject II to your favorite spreadsheet.

All the software that Made b

Because every project plan should be presented in its best light, MacProject II also includes the tools you need to do just that. From tables and histograms to PERT and Gantt charts. And it can be linked to the other programs on these pages to add graphics or write a report.

MacWrite® 5.0.
The most popular word processing program for Macintosh learns to spell.

Professionals, managers, writers and students (over 600,000 of them, all told) write with MacWrite. Everything from memos and reports to newsletters and books.
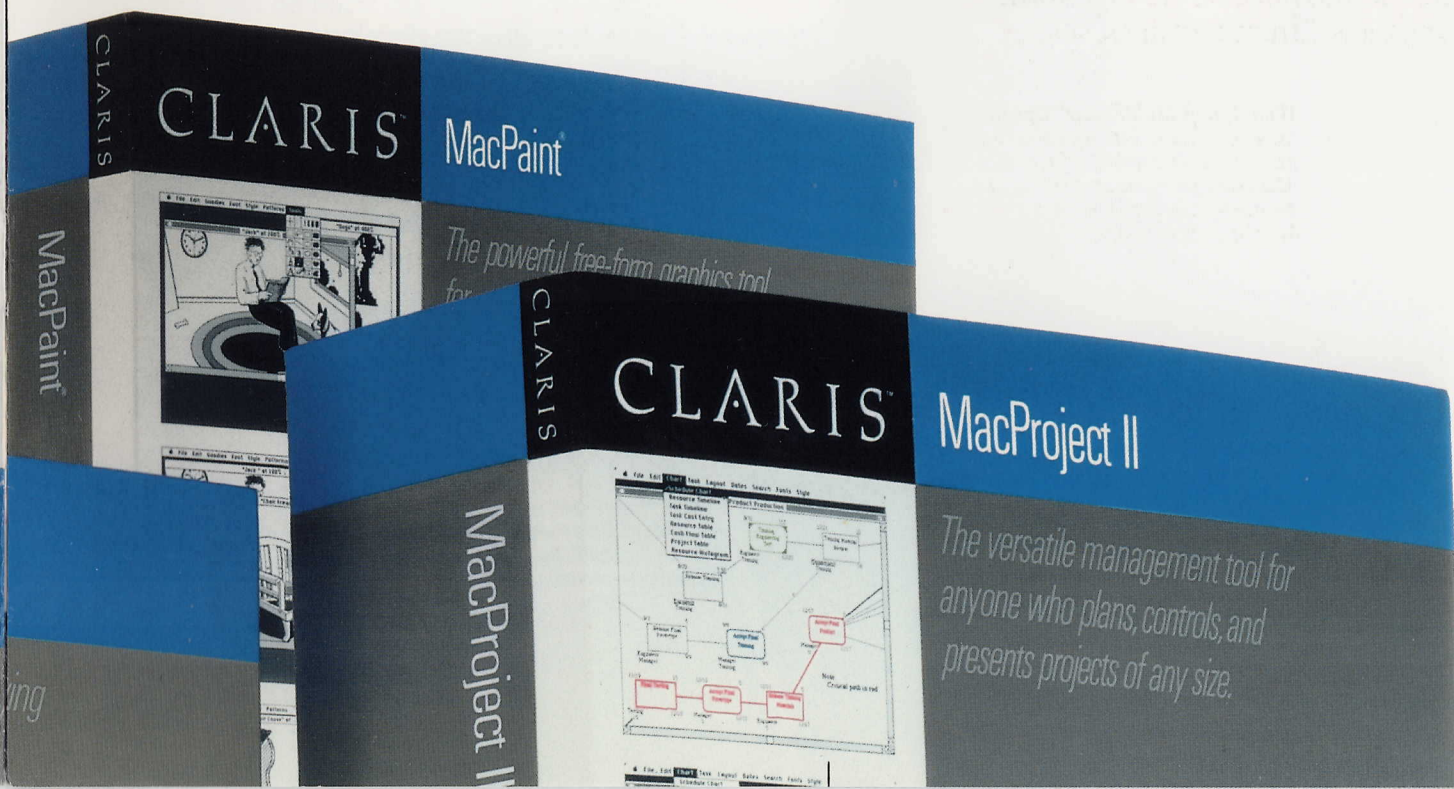
Why do they write with MacWrite? Two reasons, really. Because nothing else is so easy to write with. Or makes their writing look so great.

With MacWrite 5.0's handy menus and point and click simplicity (not to mention a few new keyboard shortcuts), you'll be processing words in no time.
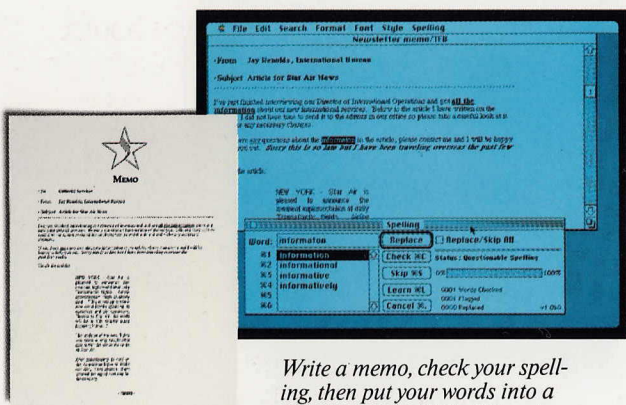
Setting margins and tabs. Justifying your copy. Tapping out words. Wrapping them automatically. Checking and correcting your spelling with our new spell checker. And so on.

Better yet, because MacWrite 5.0 is a true WYSIWYG program, what you see on the screen is what you'll get on paper. And with a choice of type fonts and styles, plus access to the other programs on this

made Macintosh.
etter.

CLARIS
MacPaint
MacPaint®
The powerful free-form graphics tool

CLARIS
MacProject II
MacProject II
The versatile management tool for anyone who plans, controls, and presents projects of any size.

Write a memo, check your spelling, then put your words into a newsletter. MacWrite 5.0 makes it all easy.

page and a variety of output devices, what you get is bound to look great.

MacPaint® 2.0.
The fine art of Macintosh, refined.

Speaking of looking great, there's no easier way to create great looking free-form graphics than with MacPaint 2.0.
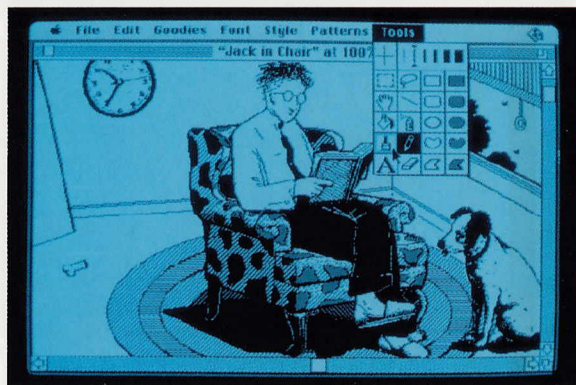
Hundreds of thousands of people, from desktop publishers and professional artists to managers and students, use the original MacPaint to design logos, illustrate reports and publications and even produce fine art. And now, with MacPaint 2.0, you can do the same. Only better.

You'll have all the tools you need to prepare a rough sketch, develop it, refine it and turn it into finished art. Free-form drawing tools. Structured lines, shapes

With Apple's MultiFinder™ Operating System, you can work with MacDraw II, MacProject II, MacWrite 5.0 and MacPaint 2.0 at the same time. And then integrate everything into a MacDraw II newsletter.

and fill patterns. And easy access to clip art and scanned images.
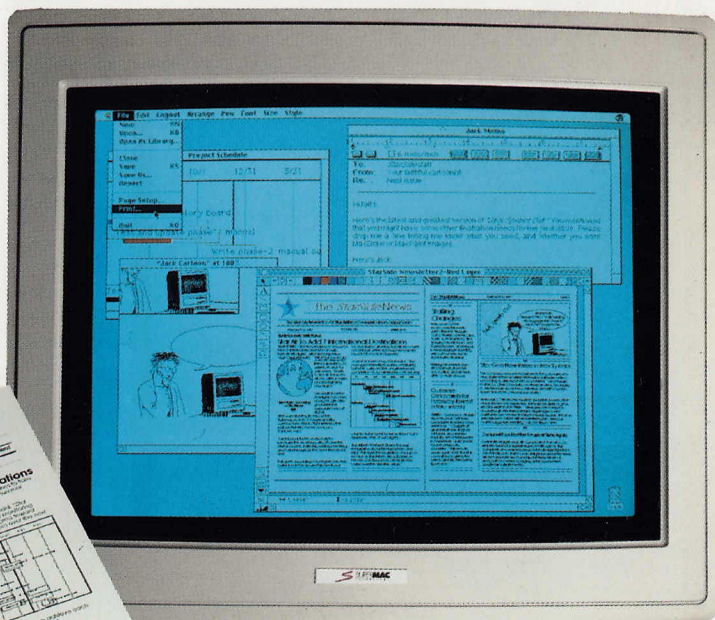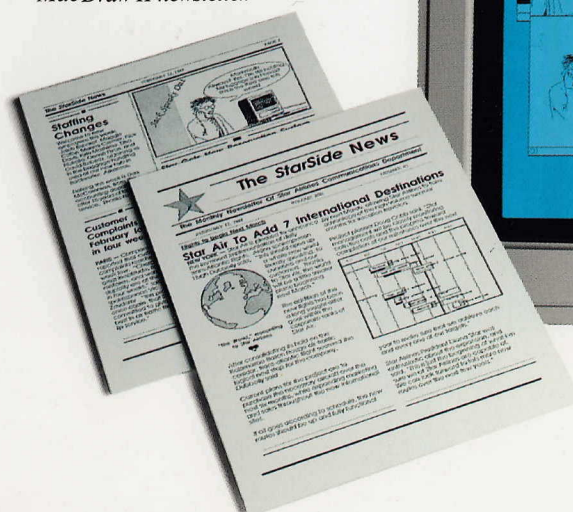
What's more, a new Snapshot function lets you take a picture of your work at any stage. So you can revise your work from an intermediate stage instead of starting over. And a new Magic Eraser lets you erase any portion of your current work to see the snapshot beneath.

MacPaint 2.0 brings new power and features to free-form graphics design. And lets you incorporate your finished art into any other Claris software program.

And for a better look at your art, you can view it in full-page displays or zoom in to edit it pixel by pixel.

Your finished art, of course, will be compatible with all the most popular desktop publishing programs and output devices.
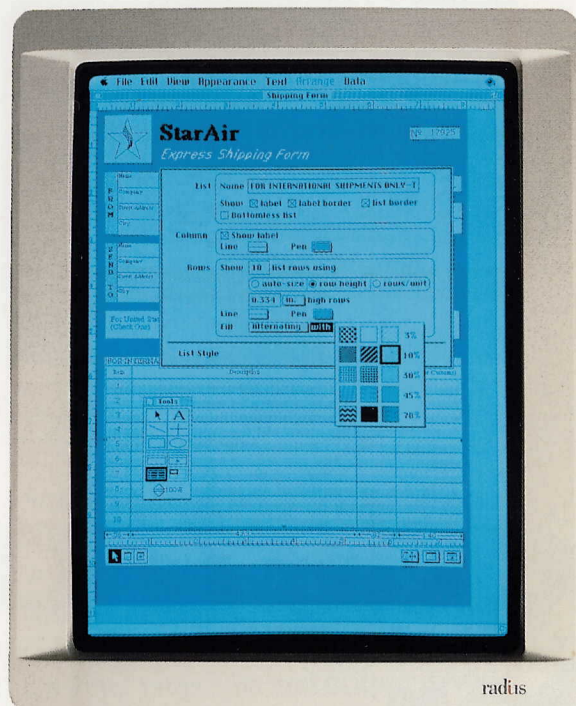
Better yet, there's m
And fe

Now that you've seen how Claris is extending today's standards, we'd like to show you how we're establishing tomorrow's.

Introducing SmartForms.™
Draw the blanks.
And fill them in.

You ever stop to think about how important forms are? Just try to send a package to your sales office in Cincinnati without one. Business and government, you see, run on forms. And when they run out of forms, they don't run.

No matter what shape your form takes, SmartForm Designer can handle it. Also, it supports all Macintosh system hardware, including large-screen monitors.

Which is why we developed SmartForms.

SmartForm Designer™lets everyone from professional forms designers to department managers design quality forms faster. So everyone can get the forms they need, when they need them.

With SmartForm Designer, you'll have all the tools you need to make professional-quality forms take shape in a hurry. And with SmartForm Manager, you can fill out your forms electronically, sort them, extract data and more.

Design, modify, add graphics or text from other Claris software, then print on demand. You control the design—you define the results.

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No matter how simple or complex your form layout, SmartForm Designer includes all the tools you need to create precise, custom forms quickly.

There are time-saving specialized forms tools like fields, lists, check boxes and combs. As well as powerful duplication and alignment functions.

To make your form look truly professional, you can select custom font sizes, line spacing, dashed lines and hairlines. And you can adjust it all right down to the last pica.

And once your form is designed, you can print it instantly with high-quality printers like the Apple LaserWriter or the Linotronic 300.

On the other hand, you may not want to print them at all.

You see, the forms you create with SmartForm Designer are intelligent. And with SmartForm Manager,™ they can be filled out on your Macintosh, on-line and with context-sensitive help.

Better yet, SmartForm Manager can perform calculations, sort completed forms, extract data from them, even run data to and from your database and more.
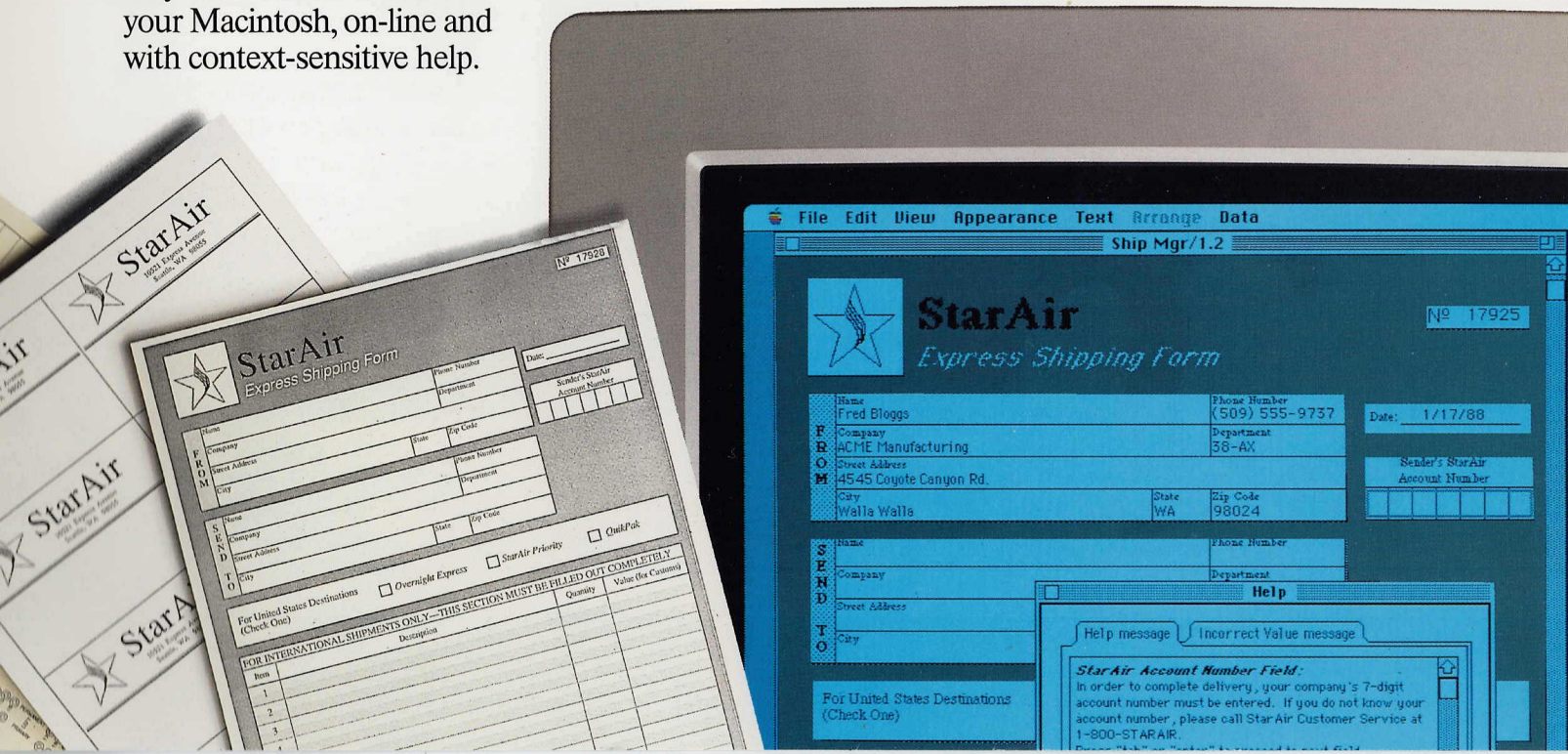
All of which just might save you more paper, time and manpower than you (or we) can ever imagine.

We promise to write.

While you're reading this, we're busy writing more new software for Macintosh.

Software that'll help you get more out of your Macintosh than ever before. And while we're at it, we'll be out there in the real world talking to you. Circulating around your users' groups. Listening to your software ideas. Finding out what you need. And doing everything we can to help you fulfill those needs.

After you've drawn the blanks, fill them in with SmartForm Manager. And keep all your data in perfect form.

After all, no one know

It has occurred to us that we owe you a little explanation. A few paragraphs about who Claris is. And why we think we know so darn much about Macintosh. Here goes.

How we became one of the world's largest software companies. Overnight.

Apple made us do it. Really.

Apple wanted to concentrate on the hardware business. Something they do very well, obviously. But at the same time, they wanted to make sure that the software for their hardware was as good as it could possibly be.

So they gave us a few of their best people, their application software, a huge installed base and a new name.

In the few short months that Claris has been in business, we've added some top people from other hotbeds of software development.

And we're all dedicated to advancing the standards that make Macintosh what it is. Better yet, the software we write is written especially for Macintosh. Which

ws Macintosh better.

means it will run better than software that has been written to run on other PCs too.
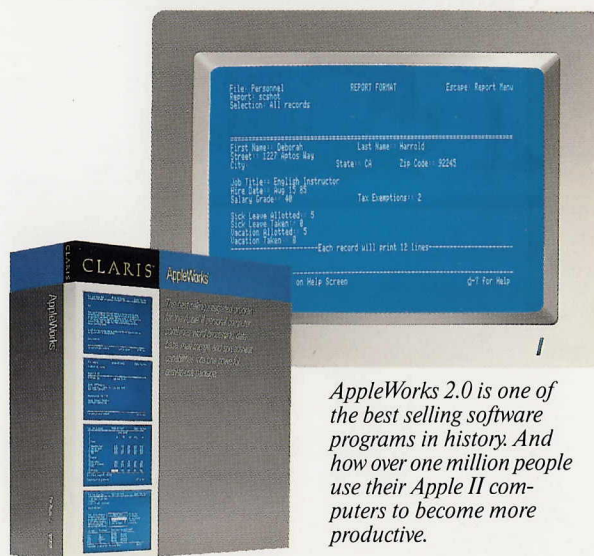
We know Apple® II, too.

There's only one place other than Macintosh software where you'll find the Claris name.

On one of the best-selling software programs of all time. AppleWorks.®

It's the program that integrates word processing, spreadsheet, database and mail merge functions into one powerful, easy to use package. And now AppleWorks 2.0

supports the entire Apple II family of computers.

What's more, there are hundreds of other programs that work with AppleWorks 2.0. Everything from graphics programs to outline processors to teacher's aids.

AppleWorks 2.0 is one of the best selling software programs in history. And how over one million people use their Apple II computers to become more productive.

A brilliant supporting cast.

If there's one thing in this world computer users can't get enough of, it's support.

Claris is changing that.

We have a user hotline, staffed with software people who'll help you out of any jam you get into.

And our on-going upgrade program ensures that all of our software works with the very latest Apple hardware. All of the Macintosh software in this brochure, for instance, has been upgraded to work with all Macintosh systems and peripherals, as well as AppleShare™ and MultiFinder.

And when we make upgrades, we'll tell you about it, directly and through your user group and Claris dealer.

Better get started.

To start getting the most out of your Macintosh, there's only one thing to do. Get over to your Claris dealer today and take a closer look at Claris software.

For the name of the Claris dealer nearest you or for more information call 800-334-3535. For more information on our upgrade program, call 800-544-8554. And we'll help you get started.

CLARIS™

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